

## 2020 ANNUAL EEO PUBLIC FILE REPORT

### Mississippi River Radio LLC Cape Girardeau Employment Unit

Stations: KEZS-FM, Cape Girardeau, MO  
KZIM(AM), Cape Girardeau, MO  
KGIR(AM), Cape Girardeau, MO  
KCGQ-FM, Gordonville, MO  
KGKS(FM), Scott City, MO  
KSIM(AM), Sikeston, MO

Reporting Period: 09/21/2019 – 09/20/2020

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the Reporting Period, a total of 1 full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the chart that follows.

#### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

***Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.***

Date of Station Participation: 11/21/2019  
Participating Employees: Promotion Director  
Host/Sponsor of Activities: Woodland High School Career Fair  
Students were introduced to radio as a career, provided information about our stations, distributed media kits, answered questions.

Date of Station Participation: 10/2019  
Participating Employees: Promotion Director  
Host/Sponsor of Activities: Southeast Missouri St University  
Students were introduced to radio as a career, provided information about our stations, distributed media kits, answered questions.

***Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.***

Date of Station Participation: 10/01/19

Participating Employees: Mike Renick, Operations Manager

Host/Sponsor of Activity: Southeast Missouri State University

Radio presentation to Mass Communications 101-02 class. Discussed radio day to day duties and work flow, the best courses to take to get into radio, as well as the social media impact of our stations.

Date of Station Participation: 01/15/2020

Participating Employees: Program Director Director/On-Air

Host/Sponsor of Activity: St. Vincent DePaul Grade School

Discussed radio day to day duties and work flow, the best courses to take to get into radio, as well as the social media impact of our stations.

Date of Station Participation: 03/10/2020

Participating Employees: Mike Renick, Operations Manager

Host/Sponsor of Activity: Southeast MO State University Mass Communication class.

Discussed radio day to day duties and work flow, the best course to take to get into radio, as well as the social media impact of our stations. Gave a tour of the radio stations.

Date of Station Participation: 03/12/2020

Participating Employees: Program Director/On-Air

Host/Sponsor of Activity: Jackson High School Students

Discussed radio day to day duties and work flow, the best courses to take to get into radio, as well as the social media impact of our stations.

***Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.***

Date of Station Participation: Sept – December, 2019

Participating Employees: Operations Manager, Digital Manager, On-Air personalities

Description of Activity: Participated in creating podcast content for all stations.

***Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.***

Date of Station Participation: 1/21/20

Participating Employees: KCGQ PD

Description of Activity: Conducted a tour of the stations' facilities with Barnabas Acres

Date of Station Participation: 3/11/20

Participating Employees: KCGQ PD/Operations Manger

Description of Activity: Conducted job shadowing with a student from Southeast Missouri St University Tyler Seeley

Date of Station Participation: 8/31/20

Participating Employees: General Manager

Description of Activity: General Manager recorded a video for the Cape Girardeau Chamber of Commerce Junior Achievement program to talk about a career in radio broadcasting.

***Provided off-site training to staff to gain leadership and advancement skills***

October, 2019 General Manager and other staff members attended a leadership seminar on leadership and how to be a leader in the work environment.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10-16-19	On-air Personality	KEZS, KGKS, KCGQ, KLSC, KZIM, KSIM, KGIR, KMAL

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 2

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Baltimore Association of Black Media Workers	0
Broadcast Employment Services	0
NAACP	0
National Urban League of Central Carolinas, Inc	0
The Urban League	0
The Professional Center	0
Society of Professional Journalists	0
Missouri State university	0
Murray State University	0
Southeast Missouri State University	0
Southern Illinois University Carbondale	0
University of Missouri – St Louis	0
Indeed.com	0
Word of Mouth / Referral	1
KEZS, KGKS, KCGQ, KZIM, KSIM, KGIR,	1
Internal Postings	0

## RECRUITING SOURCES USED

Job Title of Position: On-Air Personality

Date of Hire: 10/16/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Baltimore Assoc of Black Media Workers	N	WMAR-TV, 6400 York Rd, Baltimore, MD 21212	Terry Owens	
Broadcast Employment Services	N	P O Box 4116, Oceanside, CA 92052	Mark Holloway	
NAACP	N	P O Box 25427, Raleigh, NC 27611		
National Urban League of Central Carolinas, Inc.	N	740 W 5 <sup>th</sup> St, PO Box 34686, Charlotte, NC 28234		
The Urban League	N	3701 Gradel Square, St. Louis, MO 63156		
Society of Professional Journalists	N	3909 N Meridian, Indianapolis, IN 46208-40454		
Missouri State University	N	901 S National, Springfield, MO 65804		
Murray State University	N	University Drive, Murray, KY 40271		
Southeast Missouri State University	N	One University Plaza, Cape Girardeau, MO 63701		
Southern Illinois University – Carbondale	N	Carbondale, IL 62901		
Indeed.com	N			
Internal Postings	N			

\* Indicate “Y” (yes) or “N” (no) if the organization requested that the station provide it with notice of all job vacancies.